

CAP and AOPA enter into ‘affinity marketing’ agreement

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Civil Air Patrol National Headquarters recently entered into a formal relationship with the Aircraft Owners and Pilots Association (AOPA) which will be beneficial to both organizations. We call this kind of agreement ‘affinity marketing’ because it provides each organization with access to target markets.

Civil Air Patrol will benefit through...

- ✓ Distribution of CAP marketing materials at AOPA Pilot Town Meetings
- ✓ Distribution of CAP marketing materials at the AOPA Membership Booth at
 1. Sun ‘n Fun EAA Fly-In in Lakeland, Florida
 2. EAA AirVenture in Oshkosh, Wisconsin, and
 3. AOPA’s Fly-In in Frederick, Maryland
- ✓ Cross-links to CAP’s web site
- ✓ Newsworthy announcements in AOPA’s ePilot newsletter, and
- ✓ Up to \$4,000 per year for awarding eight \$500 AOPA Top Pilot Scholarships, one at each of the eight National Flight Academies conducted by CAP

AOPA will benefit from the new agreement through...

- ✓ Distribution of the AOPA ‘Future Pilot Kit’ to all CAP cadets attending the eight National Flight Academies
- ✓ Cross-links to AOPA’s web site, and
- ✓ Quarterly listing of all new CAP Senior Members for distribution of AOPA membership information

The Marketing and Public Relations Directorate at CAP National Headquarters will continue to seek out new ‘affinity marketing’ relationships with other organizations as a means of increasing the visibility and enhancing the image of Civil Air Patrol.